



Hawaii Tourism Japan Marketing Update



Hawai'i Tourism Japan

May 10, 2004

Jan. 2004 Launch



HTJ Office

- Tokyo
- Hawaii Liaison

7 staff
2 staff



Marketing Rollout Meeting/Press Conference

- Jan. 29 Tokyo

Re-branding of Hawaii



Cultivate the high spending market in terms of time and money

New Brand Hawaii

Current

- Good climate
- Natural heritage,
- Good hotels, shops, & restaurants
- Many tour packages

- Safe
- Clean
- Convenient
- Easy Communication

Safe choice of resort destination for everyone

Tangible Benefits



Intangible Benefits

- 6 islands
- Diverse attractions
 - Art
 - Culture
 - History
 - Natural Heritage
 - Activities

- Self-fulfillment
- Brings positive changes

Destination worth the investment both in terms of time and money.

Future

Campaign Concept and Logo



➤ Concept

Hawaii has diverse attractions and unique features of the six islands still unknown to Japanese, all of which make Hawaii an exciting destination that satisfies the sophisticated needs of quality visitors.

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➤ Logo

Six islands are symbolized by the six shining stars and represented by the theme color and location of each of the six islands.

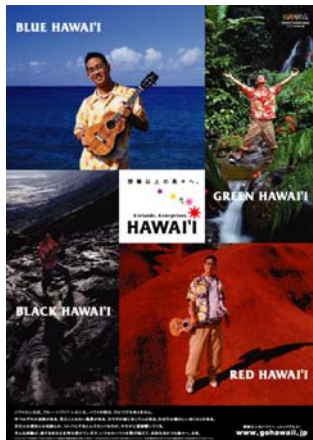
Phase 1 Campaign: Jan. – Apr.

Posters

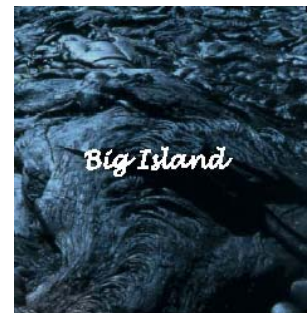
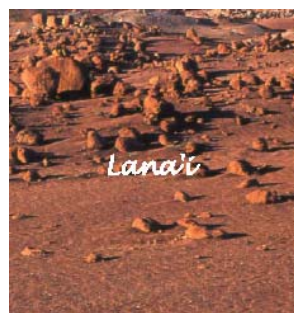
Big-size posters for train stations campaign



Small-size poster for travel agents



Brochures



Ad Cards



Main Contents:

- 6 islands Virtual Tour
- Million Surprises
- My Favorite Hawaii

*Special pages for the media and travel trade



Information Space “Islands Gallery”



An audio/visual vehicle to introduce new attractions of Hawaii to the general public.

- Map of 6 islands
- Images and music
- Web site with touch screen PC
- Posters
- Brochures
- Ad cards



Carretta Shiodome, 1-8-1 Higashi-Shimbashi, Minato-ku, Tokyo
Open: 10:00am– 11:30pm Mon.-Sun.

Phase 2 Campaign: May – June

Phase 2 Campaign



1. Golden Week Events: Tokyo, Osaka, and Hiroshima
2. TVCF: 2 versions in 15-sec. and 30-sec.
3. Radio Commercials
4. Posters: 8 posters, including 6 dedicated islands posters
5. Magazine Ads: Beach, Wedding, Golf and Art/Culture versions
6. Tie-up Program

Golden Week Events



1. Venus Fort-Tokyo: Aloha Hawaii Apr. 24-May 5

- May 1 & 4: Participated with Jake Shimabukuro and Miss Hawaii 2003
- May 4: 9 hours “Aloha Kama aina!” FM sponsored program on J-WAVE (9:00am-5:55pm) including Jake’s live stage



Golden Week Events



2. Tour Expo 2004: May 1-May 4

- May 1-4: Participated with Jackie Booth & Leahy
- May 2&3: Participated with Jake Shimabukuro
- May 3: 9 hours “Island Hoppers in Hawaii” FM sponsored program (10:00am-6:55pm) on FM802 including Jake’s live stage



Golden Week Events

3. Carretta Festa: April 29-May 9

- May 1-3: Participated with Miss Hawaii 2003



TVCF and Radio Commercial



TVCF

- "Big Landscape" and "Personal Healing" versions in 15-sec. and 30-sec.
- On air starting May 15 in Tokyo and Osaka
- Filming locations to be explained through website

Radio Commercial

- 20 versions of 60-sec. and 6 versions of 10-sec.
- On air starting May 15 in Tokyo, Osaka, Nagoya, Sapporo and Fukuoka

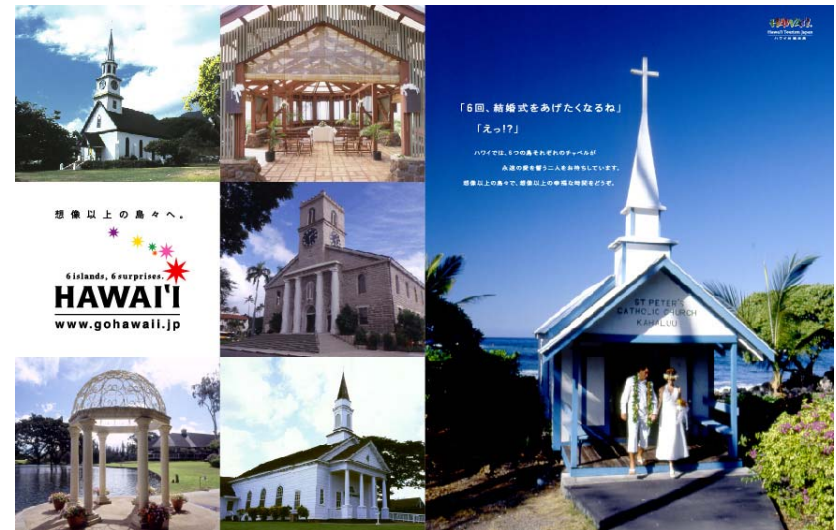
Posters



Magazine Ads



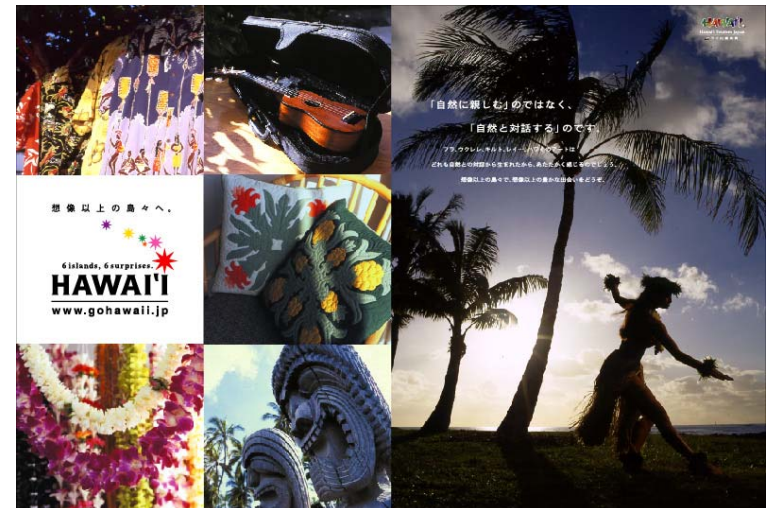
Beach version



Wedding version



Golf version



Art/Culture version

Tie-up Program



Shiseido Sea Breeze Campaign

- Heavy TVCF nationwide on-air from Apr thru July
- HTJ arranged various film footage for on-pack DVD, 500,000 copies to be distributed as on-pack giveaway



Yahoo Travel Hawaii Special

- Yahoo Travel Hawaii campaign Apr. 26-Aug.
- HTJ supplied 6 islands, 6 surprises content



Seminar and “Planning & Sales Guide”

1. May 19: Sendai “Hawaii Seminar 2004”
2. May 20: Sapporo “Hawaii Seminar 2004”
3. May 20: Hiroshima Japan-US Exchange Seminar “Learning from Hawaii Tourism”
4. May 20: Hiroshima “Educational Travel”
5. May 25: Tokyo “Hawaii Seminar 2004”
6. Jun. 3: Tokyo ACCJ “Marketing Hawaii with Japanese Consumer Insight”
7. Jun. 22: Osaka “Hawaii Seminar 2004”
8. Jun. 22: Osaka HTJ Marketing Forum
9. Jun. 23: Nagoya “Hawaii Seminar 2004”

“Planning & Sales Guidebook”

Printed by mid-May and distributed at seminars and through website



2004 Japanese Arrival



	Arrivals				Seats			
	2004	04/03	2003	2002	2004E	04/03	2003	2002
Jan	110,662	-9.38%	122,120	105,814	142,311	-17.2%	171,794	144,912
Feb	115,855	-3.85%	120,488	110,484	128,160	-17.2%	154,844	125,312
Mar	114,523	11.18%	103,009	122,633	141,167	-16.8%	169,634	143,042
Apr*			67,402	100,961	143,936	6.9%	134,605	148,978
May*			71,836	119,135	157,043	25.1%	125,572	166,726
Jun*			84,096	121,693	155,492	34.9%	115,290	172,162
Jul*			98,436	124,508	172,855	15.3%	149,909	178,101
Aug*			131,531	146,645	181,710	3.2%	176,137	187,500
Sep*			129,678	131,429	159,989	-2.9%	164,832	175,421
Oct*			125,759	131,921	164,133	17.3%	139,895	174,832
Nov*			122,353	120,062	149,044	10.1%	135,401	166,520
Dec*			147,112	159,179	153,721	4.3%	147,364	178,947
Total			1,323,820	1,496,466	1,849,561	3.6%	1,785,277	1,961,733

Warmest Aloha & Mahalo,

For more information: info@htjapan.jp